

MYSTIQUE (c/o American Multiple Industries, 18911 Nordhoff Ave., Northridge, Cal. 91326, 213-885-7100) 3040) — Caballero Control Corporation, one of the leading manufacturers of X-rated videocassettes, has joined forces with American Multiple Industries and may market adult video games for the home market as early as this fall under the "Mystique Presents Swedish Erotica" banner. The first rollout of soft-core software will be three Atari compatible programs entitled "Custer's Revenge," "Bachelor Party" and "Beat 'Em and Eat 'Em" due in stores by November at a retail price of \$49.95, about \$10 more expensive than the highest-priced family-oriented VCS game. CCC vice president Al Bloom predicted 500,000 cartridges will be in stores by November, with 1.5 million more by January. By early 1983 Bloom said 750,000 units will be produced monthly, with one new title released each month except for January, when three original games will be introduced. Although the first games are exclusively for the Atari format, AMI spokespeople said Intellivision games are being planned and the firms have already thought up a catchy ad slogan for its lineup: "With our video games, when you score — you really score."